Establishment of a

Philip Morris USA Science Website

for communication to the scientific and public health community

Presented to Sr. Team -

-> file RAW

Scientific Affairs & Communication

WSA

PM3006514059

Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Purpose of science website communication

To enhance the effectiveness and transparency of our scientific communication [(a)] with the scientific and public health community through the use of an internet website

(a)

- **Accurate and responsible compilation of our science in context**
- **Sharing of our non-proprietary concepts, methods, designs, data, conclusions and interpretations**
- **Inviting peer-review**

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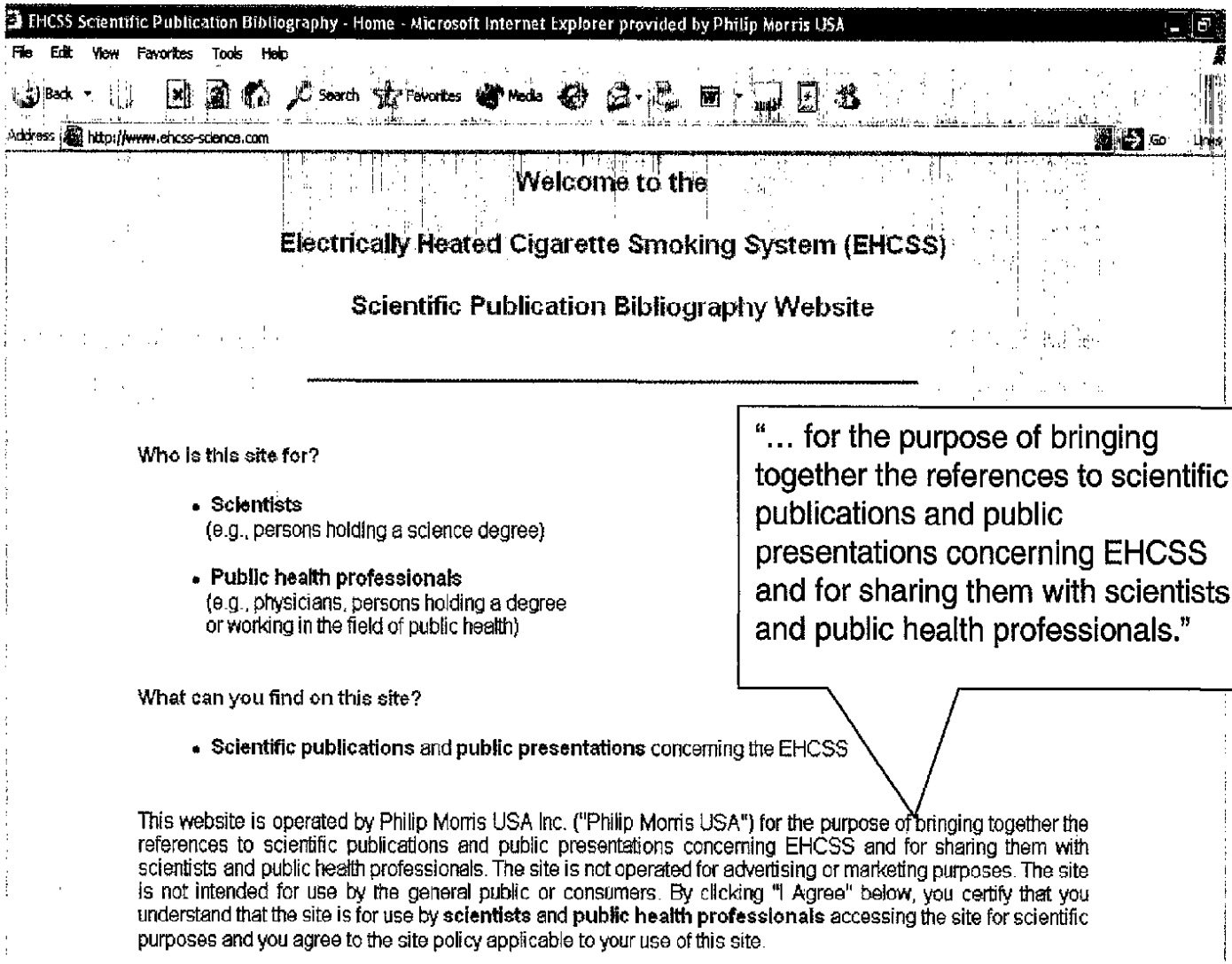
Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Pilot www.ehcss-science.com launched Feb 03



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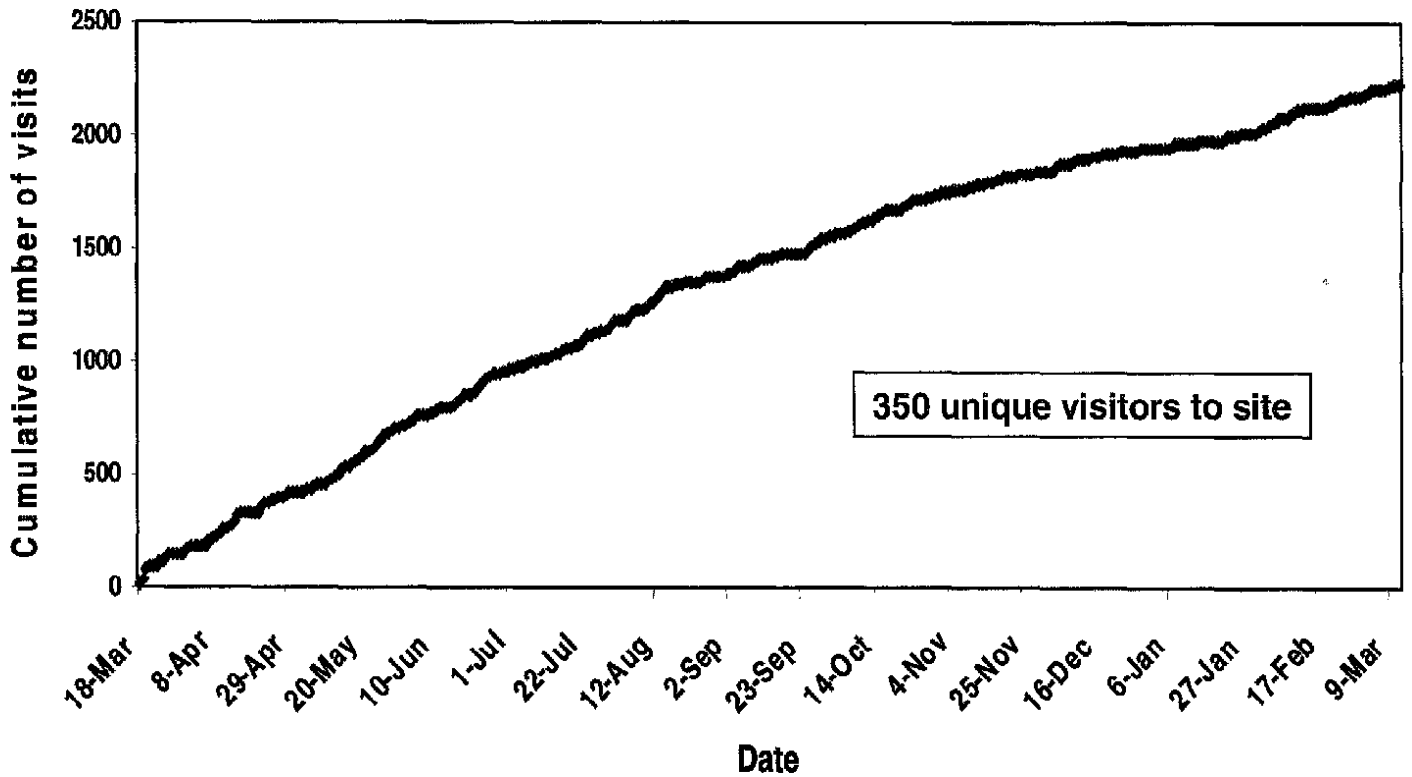
Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Cumulative Number of Visits to EHCSS Website



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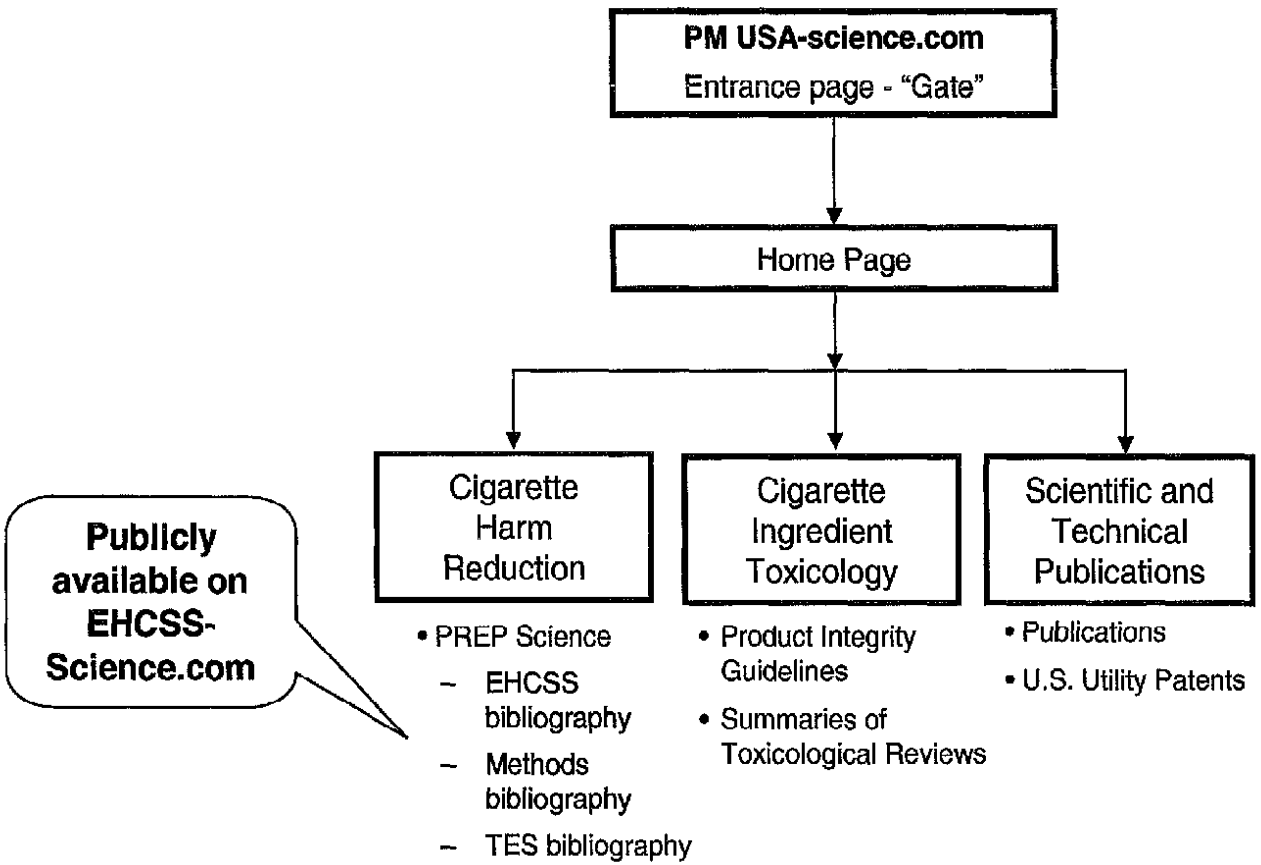
Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Road map for PMUSA science website



Phase I (Pilot) | Phase II planned launch Apr 04

PM3006514063

Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Contact Us Site Policy

Philip Morris USA Science Website

For whom is this site?

- **Scientists**
  (e.g., persons holding a science degree)
- **Public health community**
  (e.g., physicians, persons holding a degree or working in the field of public health)

What is the purpose of this site?

- This website is operated by Philip Morris USA Inc. ("Philip Morris USA") to bring together scientific information related to our processes, products and technologies in order to share with and invite peer-review from scientists and the public health community. We welcome comments on our scientific work and on this website in general. Please make use of the "Contact Us" link at the top of the pages for providing your feedback.

What can you find on this site?

- **Scientific information** related to our efforts that can potentially contribute to the reduction of harm from smoking.
- **Publications** related to our processes, products, research, and technologies.
- Our **toxicological assessments of cigarette ingredients.**

This site is not operated for advertising or marketing purposes. It is not intended for use by the general public or consumers because of the technical nature of the information contained within. By clicking "I Agree" below, you certify that you understand that this site is intended for use by scientists and the public health community and you agree to the site policy applicable to your use of this site.

I agree — **I understand that this site is intended for scientists and the public health community and I agree to the site policy.**

I do not agree — **I do not agree to the site policy.**

DRAFT

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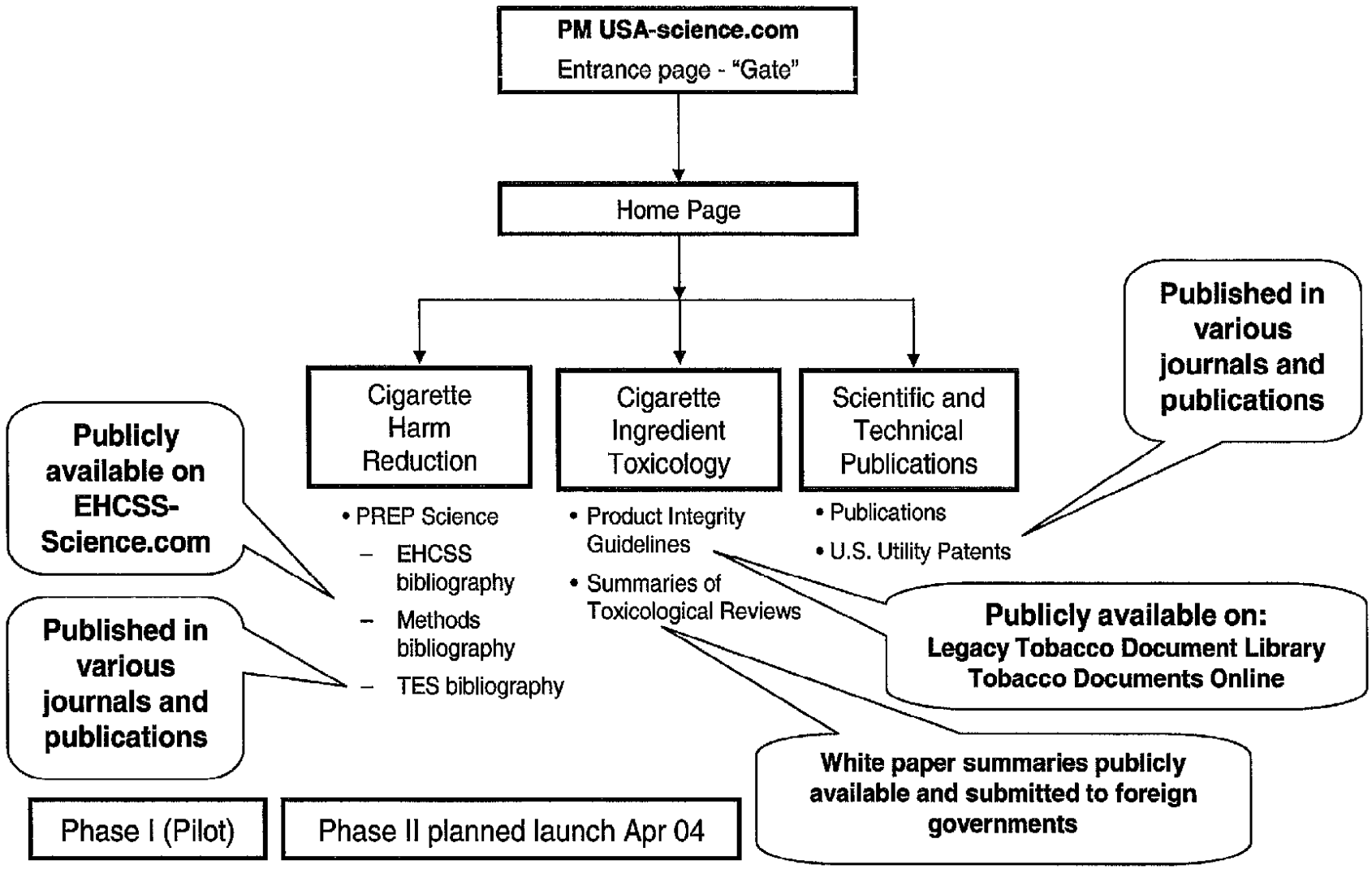
Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Road map for PMUSA science website



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Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Last Updated: 3/29/2004 www.philipmorrisusa.com Contact Us Site Policy

Philip Morris USA Science Website

Home

Cigarette Harm Reduction

Scientific/Technical Publications

Publication Bibliography

Patent Bibliography

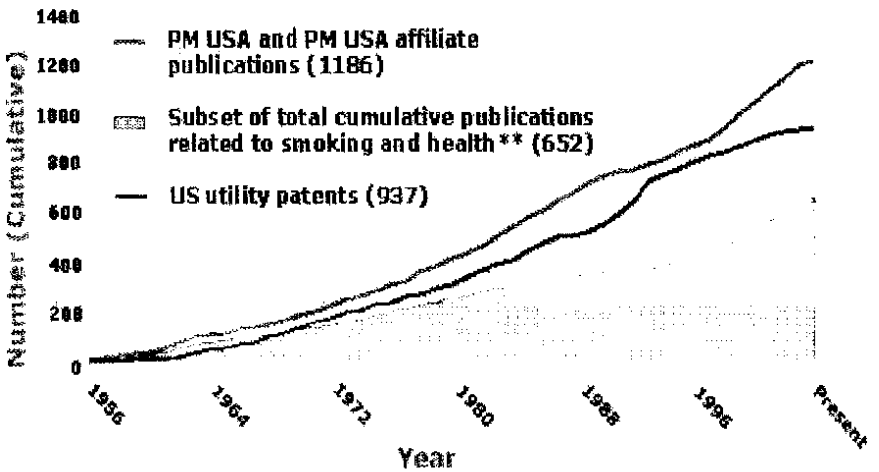
Cigarette Ingredient Bibliography

Scientific/Technical Publications

Publications are essential to share our data and findings with the scientific community. The peer-review process associated with scientific publication enables our research process, results and interpretation to be critically evaluated, and enhances the quality of scientific knowledge.

The graph below illustrates the number of Philip Morris USA and Philip Morris USA affiliate publications and the number of US utility patents that name Philip Morris USA employees as inventors and/or have been assigned to Philip Morris USA since 1935.

Philip Morris USA and Philip Morris USA Affiliate Publications and Philip Morris USA Utility Patents*



* As of March, 2004

** Smoking and health related publications; i.e. addressing tobacco and smoke constituents, ingredients, exposure, biological activity, and smoking-related disease.

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Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001

Next steps

- We plan to post on PMUSA-SCIENCE.COM
  - Product Process Framework, and
  - scientific reviews and positions developed by the WSA consensus process

  by August 30, 2004.

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Source: https://www.industrydocuments.ucsf.edu/docs/gsgj0001